

# Office of Community Engagement

## In it Together: No Easy Pathway

*Project Fiscal Year 2019 (7/2018 - 6/2019)*

### *Strategic Directions*

Inclusion | Capacity Building | Trust | Transparency | Decision Making | Shared Purpose

Village HeartBEAT  
Fellowship Walk



VillageHB.org



www.facebook.com/VillageHeartBEAT/

# Executive Summary

Mecklenburg County Public Health's Office of Community Engagement (OCE) team is proud to serve by collaboratively working with our customers, community, leaders and employees to create a healthier county. We focus on one person and one neighborhood at a time to improve the health of all residents.

*Our efforts are ingrained in the county's core values – integrity, transparency, collaboration, teamwork, responsiveness, compassion and innovation.*

## A Distinguished History of Engaging Local Communities to Improve Lives

OCE cares deeply about the health of the people in our communities. Our OCE team champions local efforts to improve the lives of others, forms long-term partnerships and ensures that Mecklenburg County's invested dollars achieve the greatest impact.

In 2018 and 2019, OCE facilitated over 900 activities that impacted thousands of residents. Many of these initiatives focused on expanding our reach with faith-based organizations, health care providers, community partners, small businesses and media partnerships.

We worked closely and collaboratively with our health director and leadership team to advance public health's vision and community presence, coordinated community events, worked with our community leaders and healthcare providers to further our shared business objectives.

## We Won - Healthiest Cities & Counties Challenge

As part of an ongoing commitment to supporting community health and wellness, the Aetna Foundation, the American Public Health Association (APHA) and the National Association of Counties (NACo) awarded Village HeartB.E.A.T. as one of two grand prize winners of the Healthiest Cities & Counties Challenge (The Challenge). Village HeartB.E.A.T. won the \$500,000 grand prize from the mid-sized city or county category (population 250,001 – 600,000), which will help further the program and efforts to reduce heart disease and obesity in public health priority zip code areas.

The Challenge was launched in partnership with the American Public Health Association (APHA) and the National Association of Counties (NACo), empowering 50 small-to-mid-sized cities and counties nationwide to make measurable, scalable improvements to public health issues in their local communities.

The awarding of the Challenge prizes, funded by the Aetna Foundation, is part of a \$100 million commitment by CVS Health and its affiliates to making community health and wellness central to the company's change for a better world. The new Building Healthier Communities Initiative, which will be funded over five years by CVS Health and the Aetna Foundation, to build upon an outstanding tradition of community investment by CVS Health and Aetna to advance CVS Health's purpose of helping people on their path to better health.



# Meet The Team



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# Community Engagement

Grier Heights Community  
Labor Day Parade



# Community Engagement

## Collaboration and Shared Purpose

Involving the community and collaborating with its members are cornerstone efforts to improve the public's health. The Centers for Disease Control and Prevention (CDC) defines it as "the process of working collaboratively with groups of people who are affiliated by geographic proximity, special interests or similar situations with respect to issues affecting their well-being."

Community engagement is a type of public participation that involves people in problem-solving or decision-making processes. Community engagement is a strong value and fundamental practice of public health. The importance of engaging the community is grounded in the belief that the public has a right to participate. It is a multifaceted, ongoing process.



## The Office of Community Engagement Does Not Stand Alone

The OCE does not stand alone but remains as an ambitious undertaking as Public Health reengineer and aligns our efforts to be more collaborative and inclusive of community leaders and colleagues.

A little more than 3 years ago, the Office of Community Engagement was created with two staff members and today there are four staff members. It is because of the extraordinary roles and commitment of leadership we have seen community and civic voices, advocacy, and activism—or "People Power"—play in advancing our healthy communities agenda across our county.

The work of building inclusive communities is not easy; results will not occur overnight. It takes time, patience, perseverance, and courage, because this work is about transforming attitudes, behaviors, and policies. It requires strategies that operate at multiple levels, including the individual, group, and institutional levels.

## Our Foundational Principle: Relationships Build Community

We can't have community without relationships—these are the connections that build community. Any successful partnership must be built on trusting and respectful relationships guided by integrity. We realize that relationships take time to develop, thus we commit to providing opportunities to connect people across communities, sectors, and disciplines to foster a genuine and interconnected network of colleagues to work together.

## Our Guiding Principles:

*The Following Principles Are Essential to Our Work*



### Reciprocity:

From design, to participation, to the outcomes of a project, we strive to work together for mutual benefit.



### Equity:

We are conscious of the historical and structural inequities that exist in society and strive to provide access and opportunities to all residents and members of our communities.



### Continuity:

Acknowledging that different communities work on different timelines and schedules, we strive to consider both the short and long-term implications of our work together.

### Openness to Learning:

Change takes time. We are committed to continually learn from and evaluate our work together, reflecting on and sharing both our successes and failures to grow as individuals, partnerships, and communities.



### Commitment to Act:

We aspire to make a positive difference in our community by sharing **to** and acting on our knowledge to contribute to the greater social good.



Collaboration and Shared Purpose

Our Strategic Action-Oriented Principles

Community engagement efforts will be aligned with all facets of the mission of Public Health

Community Engagement will embrace collaborative endeavours such as research, teaching, service and advocacy activities with community stakeholders.

Community Engagement will respect that there are multiple definitions of "community" and that different disciplines/communities will experience, value and learn about community engagement.

Community Engagement will value working with the community for mutual benefit, build relationships based on reciprocity, trust and respect, and recognize global interconnectedness.



# Office of Community Engagement Objectives Report

1. Increase Community Engagement capacity building to ensure overall success for citizens engaged in the program.

## Brief Summary:

- In FY19, the Office of Community Engagement coordinated and monitored 906 events ranging from community events (health fairs, institutes, neighborhood rallies, etc.), physical activity, (Zumba, Yoga, Outdoor/Indoor Walks, Chair Aerobics, Line Dancing, etc.), and educational sessions (Digital Literacy, Tobacco, Heart Health, etc.)

- In June 2019, Keith Bailey Jr. was hired as the Community Engagement Manager to support the Senior Health Manager and manage the OCE staff. Bailey has six years of experience from Mecklenburg County Financial Services Department and brings financial and contractual knowledge from his previous role as a Contract Analyst and Procurement Analyst.

Variable	N	%
Improved weight	280	67.0
Improved systolic blood pressure	264	63.2
Improved diastolic blood pressure	246	58.9
Improved cholesterol	199	47.6
Improved HDL cholesterol	189	45.2
Improved LDL cholesterol	163	39.0
Improved triglycerides	279	66.7
Improved waist circumference	224	53.6
Improved hemoglobin A1c	208	49.8

- Increase the number of FBOs actively engaged in the competition portion by 10%.
  - o No new increase was decided due staff-level capacity to manage additional teams.
- Customer Service (e.g., Satisfaction customer ratings of quality service).
  - o Reported Customer Service rating of 99.02%
- Enrolled Faith-Based organizations through the establishment of a health and wellness ministry adopt policies that support healthy choices.
  - o 10% of enrolled FBOs, through the establishment of a healthy ministry, adopted policies that supported healthy choices

2. Establish a minimum of 7 mini-grants to faith-based organizations (FBOs) to serve as Village HeartB.E.A.T. mentors responsible for recruiting and training additional FBOs with clear deliverables.

## Brief Summary:

In FY19, funding for 7 mini-grants increased from \$60,000 to \$70,000. There were six (6) FBOs (15th Street Church of God, Faith CME Church, First Baptist Church West, Greenville Memorial AME Zion Church, Rockwell AME Zion Church, St. Luke Missionary Baptist Church, from the previous year and one (1) additional FBO (Antioch Missionary Baptist Church) that served as Resource Hubs to continue the enforcement of evidenced-based interventions around tobacco, nutrition and physical activity.

## This year, six FBO Resource Hubs incorporated sessions/institutes for the following:

- Men's Health, Senior Health, Trauma and Stress, HIV and STI, Teens and Parents, and the Faith-Based Institute.
- FBOs engaged in training Resource Hubs completed the following training sessions
- Mecklenburg County Procurement (3/5/19)
- Men's Health Institute: Health Training & Fellowship (3/9/19)
- Trauma and Mental Illness: Building Bridges and Open Minds (3/29/19)
- Faith-Based Health Institute (4/30/19)
- Seniors Health and Wellness: Golden Treasures (5/23/19)
- Prevention, Education and Sexual Health Training: What Congregations Need to Know! (6/5/19)
- Capacity Building for Faith-Based Organizations Beyond VHB (4/30/19)
- Congregational Health Assessment (6/25/19)
- Teen and Parent Summit (6/28-6/29/19)

3. Expand outcome evaluation of the Village HeartB.E.A.T. program through enhanced data collection, analysis and reporting.





#### **Brief Summary:**

- The Gramercy Research Group continued to serve as the evaluation firm to enhance data collection, analysis and reporting. Gramercy assisted in the reviewing, revising, and finalizing of applications to report data outcomes of the program, created online tools to capture data, finalized data collection tools and processes, and completed reports for FBO partners.

## **Office of Community Engagement Monthly Highlights**

### **July**

- Presented at the National Association of Counties (NACo) – Healthiest Cities & Counties Challenge Institute.
- Facilitated a 3-day workshop that included delegates from Jamaica, Tonga, the World Health Organization (WHO), VHB clergy, and Community Partners to discuss and develop a toolkit for health-promoting churches.

### **August**

- Presented at the Cigna Health Disparities Annual Conference in Charlotte, NC.

### **September**

- Presented to the African Methodist Episcopal Zion (AMEZ) – North District at the AME Zion Headquarters in Charlotte, NC .
- Convened a Strategic Planning session facilitated by Heather Gates of HGK Public Health Projects, LLC with VHB Stakeholders.
- Convened a planning session around governance structure facilitated by Shavon Arline-Bradley of Beyond R.E.A.C.H. Solutions, LLC with VHB Stakeholders.
- Hosted a project in-action site visitation meeting which included Mecklenburg

County Public Health and Mecklenburg County Leadership, community stakeholders and community partners facilitated by representatives from the Healthiest Cities and Counties Challenge, NACo, Aetna, and APHA.

### **November**

- Presented at APHA Annual Meeting to the Society for Analysis of African American Public Health Issues (SAAPHI) in San Diego, California
- Moderated a panel discussion for Conducting Research from the “inside out”: Recruiting African American Men for a Chronic Disease Prevention Program at the APHA Annual Meeting in San Diego, California.
- Moderated a panel discussion on Faith-Based Approaches to Creating a Health Equitable Nation at the APHA Annual Meeting in San Diego, California.
- Rockwell AME Zion Church received the Best Practice Award the Healthy Churches 2020 Conference.
- Collaborated with City Dive, Inc. The Movement School, Novant Health, and The Harvest Center for the Feast of Freedom: Thanksgiving Outreach event that provided over 1000 people with thanksgiving groceries, winter apparel, and shoes at The Movement School

### **December**

- Collaboration event with Faith CME Church for World AIDS Day
- VHB Season 7 Competition Challenge Orientation
- VHB Pre-Biometrics – the Office of Community Engagement, in partnership with Novant Health’s “Remarkable You” screened 536 participants over the span of 10 days for their height, weight, blood pressure, A1c, cholesterol, and BMI for Season 7 of the VHB Competition Challenge.

### **January**

- Interviewed by David Richards from the American Public Health Association’s Healthy Communities Podcast
- Interviewed by Mark Barna from The Nation’s Health, an American Public Health Association publication

### **February**

- Served as a panelist for the American Health Association at Johnson C. Smith University
- Office of Community Engagement’s signature initiative, Village HeartBEAT, recognized as the Grand Prize winner in the Tier 2 Category (population 250,001 – 600,000) of the Healthiest Cities & Counties Challenge.



## March

- In partnership with 15th Street Church of God, convened a Men's Health event to improve the engagement in men in VHB health promotion activities
- In partnership with Greenville Memorial AME Zion Church, convened a panel discussion and forum to improve participants knowledge and skills to manage toxic stress that often leads to chronic disease when left unattended.



- Thereasea Clark Elder Health Leadership Academy
  - o Digital Literacy – Team Captains and Co-captains were educated on the use of Kintone, an electronic method for tracking team fitness hosted by Johnson C. Smith University and facilitated by the Office of Community Engagement staff and Frank Parker.
  - o Tobacco Prevention “Too Woke to Smoke: Let’s Talk About Tobacco” – a tobacco education session about new products (e-cigs) and quit resources facilitated by Kim Bayha and Kim Caldwell of Office and Policy and Prevention.

## April

- In partnership with Rockwell AME Zion Church, Convened VHB Pastors for the Faith Based Institute, a meeting around connecting faith leaders with health-related resources and opportunities within Mecklenburg County.

- Thereasea Clark Health Leadership Academy
  - o Chronic Disease Prevention: Check. Check. Control “Understanding Blood Pressure & Blood Pressure Management” facilitated by the American Heart Association.
  - o Health and Human Services: “Understanding Health Care Resources” - facilitated by Care Ring
  - o Digital Literacy: “Navigating Online Health Information” – facilitated by the McCrorey YMCA.
  - o Nutrition Education: “Food Label Reading & Sodium Reduction” – facilitated by the American Heart Association.

## May

- In partnership with First Baptist Church West, convened a Senior Wellness event aimed to provide resources for the senior citizen community in Mecklenburg County.

## June

- In partnership with St. Luke Missionary Baptist Church, convened an HIV/STI session to inform pastors and congregational members about HIV/STI stigmas and prevention
- In partnership with Faith CME Church, convened a Teen Summit to provide educational resources to teenagers in the historic Hidden Valley Neighborhood.
- Thereasea Clark Health Leadership Academy
  - o Hands-Only CPR: Learn How to Save A Life - facilitated by the American Heart Association.
  - o Empower Weight Loss Program – 11 VHB participants engaged in an 8-week program facilitated by the McCrorey YMCA.





# We Are One

MLK Day Parade



# Village HeartBEAT

*Our Health, Our Priority, Our Zipcodes, Our Community*

The Village HeartBEAT (Building Education & Accountability Together) program is a collaborative program organized to reduce risk-factors associated with cardiovascular disease (CVD) through African American and Hispanic/Latino Faith-Based Organizations (FBO) in Charlotte, NC. The overarching goal is to invest in FBOs as mutual business partners to adopt effective and sustainable policy, systems and environmental change (PSE) strategies to enhance healthier lifestyle choices, develop tobacco-free sites, implement sustainable physical activities and nutritional options.

VHB incorporates a 10-month FBOs competition team-challenge that uses a community-based framework to provide tools and resources to improve healthy outcomes. The intervention is divided into three phases:

- I. Pre-Season (recruitment, needs-and policy-assessments, action plans, joint-use agreements, competition rules, and pre-biometrics screenings)
- II. 16-Week Competition Season - "Championship Playoffs" (tracking health/wellness educational activities, post-biometric screenings, data collection and awards/recognitions)
- III. Post-Season (planning, information dissemination, evaluation and advocacy trainings).

## OUR INNOVATION:

- Health as a Shared Value
- Creating Impact at the Policy, System, and Environmental Level
- B.O.L.D. is Building Opportunity Leadership Development
- The Thereasa C. Elder Community Health Leadership Academy
- 16 Week Competition Challenge (Heart Disease Risk Factors)

## CORE COMPONENTS:

- CPR & First Aid Certification
- Tobacco Cessation Classes
- 'With Every Heartbeat is Life,' Curriculum Series Training
- AHA Healthy for Life Curriculum
- Nutrition Courses with Food Journaling & Healthy Cooking Demonstrations
- Trained Health Ambassadors
- Check. Change. Control. Program
- The Million Hearts Initiative

## Season 7 Highlights



BOCC Meeting



Hands - Only CPR



Cooking Demo



5k Run/Walk



Biometrics



MLK Parade



Chair Aerobics



World Council of Churches



Hearts of Champions Gala



Faith-Based Institute



Academy - Digital Literacy



Family Field Day



Fellowship Walk



Derita Community Day



Community Health Fair



# In The News

*Read The Full Articles Online*

**Mecklenburg County awarded  
\$500k in national healthchallenge  
(WBTV.com)**



**MECKLENBURG COUNTY, NC (WBTV)**  
A Mecklenburg County health program was named one of two grand prize winners of the Healthiest Cities & Counties Challenge, winning \$500,000 in grants and prizes to combat cardiovascular disease.

**Mecklenburg County health initiative earns \$500,000  
prize Village HeartBEAT wins Aetna Foundation grant  
(www.thecharlottepost.com)**



Dr. Garth Graham, left, president of the Aetna Foundation and Gov. Roy Cooper award Mecklenburg County's Village HeartBEAT the grand prize winner of the Healthiest Cities & Counties Challenge Feb. 12 at the Government Center.

**WCC developing toolkit for health-promoting churches  
(www.qcitymetro.com)**



A new "toolkit" to empower and enable churches to promote better health in their congregations is in the making. A workshop held 17 – 19 July 2018 in NC, USA, by the World Council of Churches (WCC) prepared the ground for this new resource.

**Mecklenburg County enacts healthy  
change through church  
(www.naco.org)**



Clergy from participating faith-based organizations assembled for the Healthiest Cities and Counties Program press conference in Mecklenburg County, N.C.